



For Immediate Release

September 15, 2010

ESITE TEAMS UP WITH WINN-DIXIE

Fortune 500 Retailer Chooses S.C.-Based Business Intelligence Firm to Guide Market Expansion

Charleston, S.C. – Winn-Dixie, one of the nation’s largest food retailers, has chosen [eSite](#) as its strategic business intelligence partner.

Working side-by-side with Winn-Dixie, the S.C.-based location intelligence firm will provide a range of market research and location analysis services to help the Fortune 500 profitably grow its brand.

eSite’s ongoing support will include evaluating sales potential in various markets and analyzing current store locations to help the company prioritize plans for new openings and the remodeling of existing sites.

“We have a true appreciation for the Winn-Dixie brand,” said Tom Blazer, eSite president and CEO. “It’s exciting to be partnering with this already top-performing company. We’re very confident that eSite’s tailored solutions will take the brand to even greater levels of success.”

Winn-Dixie adds to a growing list of Fortune 500 companies and national brands – such as The Container Store, Harley-Davidson Motor Company and The Orvis Company – that have partnered with eSite for customized location intelligence solutions.

About eSite, Inc.

[eSite, Inc.](#) provides reliable business intelligence and ongoing support services to help companies maximize customer data and make informed decisions about market expansion and related matters. The firm uses a proprietary suite of comprehensive tools to help take the guesswork out of big decisions, providing customized [solutions for a variety of clients](#) including The Container Store, The Orvis Company and Harley-Davidson Motor Company.

About Winn-Dixie

[Winn-Dixie Stores, Inc.](#), is one of the nation's largest food retailers. Founded in 1925, the company is headquartered in Jacksonville, Fla. The company currently operates 515 retail grocery locations, including more than 400 in-store pharmacies, in Florida, Alabama, Louisiana, Georgia and Mississippi.

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